Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Hot Winter Drinkables are ripe in the Valley of the Moon

Good promotion idea—that of the Boyes Hot Springs Merchants association to give away a $100 and a $50 savings bond to persons who do their Christmas shopping in Boyes. With all the new people living hereabouts, it's barely possible some of them don't really know how good our local stores are, and this may induce them to really find out.

And we don't know how long ago, or whether ever, Boyes streets were decorated for the holiday season. It costs a little money, but should be well worth it. Think the figure here is around $200. Down in Chatsworth, with only two cross-street streamers (lighted), the cost was nearer $700.

NEW LOCATION for POWDER BOX BEAUTY SHOP — Arnold drive nr. Eldridge, next to Ellis Service. All new equipment.

MIKE & ROSE'S BOYES SPRINGS MARKET. Noted for fine steaks, and special low prices last three days of each week.

That "perfect" Moonbeams hasn't appeared yet, though last week's was mighty close. Only found two typographical errors in it, and the second one didn't pop up till we had read the whole thing over about 17 times. So, we try again. Some week it'll happen.

BOYES SPRINGS FOOD CENTER, largest and most varied stocks of foods—groceries, meats, frozen and canned foods, bottled goods.

ROZARIO'S PALMS INN, Verano. Quietly luxurious surroundings. Banquet headquarters. Splendid cuisine . Cocktails.

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It's got so nobody will bet against us on the Michigan State football games. Scared? Let 'em win the remainder of the schedule, and let Michigan lose just one! and you know who'll be out here for the Rose Bowl? Wish we could pick 'em as well in the pro circuits.

PAUL'S OLD RANCHERO, Verano. Excellent food and drinkables. PAUL JR. at the organ. Radio broadcasts weekly. Worth trying.

BOYES VARIETY STORE. Christmas stocks arriving daily—finest we've ever had. Shop at home. Visit us early—and often.

And at long last we find the perfect name for the newly incorporated city. (It's bound to come, you know, probably within the next one to two years.) Only the new name was thunk up by none other than Al Oerding, talented and skilled building contractor. His inspired selection of a name is Jack London, Calif.

Came an instant objection: We want a word of one syllable, and short. That's always nice, but what's wrong with a longer name—like, say, San Francisco (two words, four syllables); the same for Los Angeles; and think of Paso Robles (a pretty name), San Luis Obispo, or San Juan de Capistrano?

But the name Jack London is a natural. Everybody will (or should) go for it. We all know the fame that London brought to this Valley of the Moon; we all want in some manner to fittingly honor his memory. A state park would help, of course, but when our new city is formed, let's name it Jack London—and our fame will spread to the farthest corners of the universe.

Ever hear of Truth or Consequences, New Mexico?

VALLEY DRUG STORE, Boyes, for quality prescriptions, packaged remedies, cosmetics, gifts, cards. Periodicals, too. A good shop!

OPEN and BUSY — VERN'S SALVAGE DRESS SHOP, Theater Bldg., Boyes. Most of stock brand new—and classy. Prices lowest.

And we went to a movie Sunday, first time in over four years. For a part of that time we couldn't see anything, but now we've tried it out, with "The Seven Year Itch." It didn't come up to our expectations. In fact most of the pictures we have seen fall in that category. The behavior of the kids at the Sunday matinee was horrendous, only we wouldn't know exactly what to do about that.

So we'll likely stick to TV, and our next visit to a movie house probably will be long delayed.

NEW MECHANIC on duty — DON ROBERTS — and he's Good. Always the best in car care at GALLO'S CHEVRON STATION.

NEW DADDIES! BOB'S CIGAR STORE, Sonoma, is where you can get those banded cigars—Boy or Girl. Be prepared!

GEORGE is your best bet when you're looking for the finest in tender meats. Try us this week At Boyes Food Center.

Hot tamales!

Ate our first one in Cincinnati quite a few years ago. At that time, finishing work about 3 a. m., the downtown streets were patroled by a half dozen hot tamale men, with little carts with small fires so the tamales were kept warm; and also the carts doubled during the winter season to heat big luscious chestnuts.

These tamales were different. They came wrapped in corn shucks, tied three together in a bundle. Apparently homemade, they were delicious and delectable. Now we eat 'em from a can—the small ones—and while they're pretty good they're not SO good.

A California visitor, before we ever had been out this way, raved about the tamales here (real Mexican, she said), those big fellows that fill a platter. Tried 'em once or twice, but to us they're not worth monkeying with. Something about them doesn't do our stomach any good—it turns over before we've finished.

Go out and see FRANK LYNCH, local Valley real estate broker, at beautiful PUEBLO PARK, 2 blocks east of Sebastiani Winery in Sonoma. Nothing down to GIs, only closing costs. FHA and conventional financing to non-vets.

Again on food: Tonight (November 4) at Rustic Inn, Glen Ellen, there's going to be a free fish fry, now on tap there the first Friday of every month. And our operators tell us they're simply superb feeds—all you can eat, and exceptionally well prepared. You're invited of course, but we'd suggest you get there kinda early.

TRY OUR LAYAWAY PLAN for Christmas jewelry and giftware. VALLEY WATCH REPAIR, Boyes Hot Springs.

You football, baseball, boxing, pingpong fans: C O G CLUB is your headquarters. Meet your antagonists, daily. DENNY COLEMAN.

Again comes up that pertinent question: Is it right or wrong to use "Xmas" instead of Christmas. Some think it demonstrates a lack of respect or something. Let's talk about it.

Xmas is a favorite with headline writers, because it's short and can be used in almost any type of headline when the longer form would be unusable.

Also Xmas has had long usage in history. In Greek the X is correct, because X was a symbol for Christ, and Xmas merely meant "Christ's mass."

We'll continue to use Xmas when necessary, and especially in ads, but in regular news stories you may look for the word to be spelled out.

SONOMA MISSION INN, Boyes Springs. Famous nationally. Superb cuisine, comfortable rooms. Luxurious lounge. Cocktails.

IRISH INN, opp. Bath House, Boyes. Corned Beef (sandwiches or dinners). Beer and wine. You like cabbage, too?

AND NOW COMES A 'LETTER TO THE EDITOR (really our first). My dear big Col. Little:

Recently my son Sher interviewed a San Franciscan, Alex Stone, to get some news for his paper. Three weeks later Mr. Stone asked me what happened to his news, as he has been looking for it in the Moonbeams regularly and could not find it. Imagine his surprise to find out from me that there are two other weeklies in the Valley beside your illustrious MOONBEAMS. So, my dear Colonel, you did start something in a small way which from all indications promises to develop into something big. Needless to add, I enjoy the Moonbeams and wish your new baby the waxing luck of the Crescent Moon but not the waning fortune of the Full Moon. May the Moonbeams stay small but unique so they will continue to grow big.

Your well wisher,
CHARAN SINGH

SONOMA FURNITURE MART, So. Broadway. Finest Christmas Gifts are here. A small deposit will hold any article in our store.

Top quality barber work at PLAZA SHOP. Bud Thompson, prop. Next to Mendel's, Boyes. Let's show you our wares.

Your editor is a puter-offer. And we put off writing this copy each week till the very last minute. Should have it all ready by Wednesday night, but what with some good TV and radio programs on, and perhaps being too sleepy, wet get up at an ungodly hour Thursday and get to work while 'most everybody is still sleeping. The missus says we compose our very best copy at this hour. Can you tell any difference?

BETTY'S CUT and CURL, Plaza Bldg., Boyes Springs. Expert Coloring, Permanent Waving, Hair Styling, Shaping.

B & L LAUNDROMAT, Fetters Springs. Equipment the finest. Lots of it. No waiting. Cost low. Try us out!

Our advertisers (nearly 50 of them now) continue to tell us their modest expenditure each week is bringing them results far beyond expectations. Just yesterday one advertiser told us he's had three or four big jobs come in purely as a result of Moonbeams advertising, jobs that otherwise he might never have secured. Maybe you, too, could use space with us profitably.

ITALIAN FOOD a specialty at EL DORADO HOTEL, Sonoma. Conventional dishes, too. One of the older buildings in the Valley.

VALLEY OF THE MOON CIGARS

Ask for Them — Only Handmade Cigars in the Valley

Tom and Jerry equipment is making its appearance in many local bistros, indicating that winter and the holiday season are just ahead. Along with the two boys will come another favorite—hot buttered rum —which some bar experts make so enticingly—and so good for you

when you have a cold, or are just cold. Did we ever tell you our favorite remedy when you have a bad cold? Or the flu? Ask us sometime.

ROY'S UPHOLSTERY SHOP, Boyes. Your chesterfield, chairs, can be made good as new, at exceptionally low cost. Estimates.

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

So you want to know all about the democratic presidential candidates! As a political expert, here's the dope:

The front runners are a second-rate lot — Stevenson, the wisecracking but badly informed orator; Harriman, the millionaire political amateur, and Kefauver, the so straight-laced standpat demo. Nominate any of these and the repubs will walk in easily.

But the demos have some good men, though whether they can be nominated is something else again. That man Lausche of Ohio could conceivably carry the south, and a lot of independent votes might well go to him. G. Mennen Williams of Michigan might go far, especially with the women (he's handsome, you know), but he's so tied up with the labor union racketeer bosses he might find it hard going. Senator George of Georgia is the best democrat of all, but he's getting pretty old, a disadvantage nowadays.

The dems have a few others to play with—senators and governors.

But as of right now, we think we know who'll be our next president. When the time comes, we'll tell you.

HERBERT COONS CLEANERS, Fetters Springs. Cleaning, Pressing, Repairing. Also Knit Blocking. You'll like our prompt service.

Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Phone WE 8-2971

Seems like everybody one knows nowadays either has a new car or is planning to get one. Might even fall ourselves (not a brand new one), if the inducements were great enough. And aren't the new cars —for the last two or three years—real honeys! Beautiful color combinations—so much so that if you want to drive a conspicuous car you'd better get one of the all black ones.

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289.
BARBECUE—Steaks, Chops, Ribs, Chickens. Cocktail bar. Glorious eating place. FIRESIDE LODGE, ½ mile west of Sonoma.

Here we are in November and aside from one little rain, the rainy season hasn't started. Mornings are crisp and cool and bracing, the afternoons ideal. One rain and the terra firma will get all green and nice. Guess we'll turn it on about next week.

Mighty good food and drink, always, at SONOMA GOLF & COUNTRY CLUB. Famed for fine Breakfast and Lunch. Dinners, too.

2011.1.19

HAMMOND LUMBER COMPANY, Boyes Hot Springs
Get your Lumber, Hardware, Building Materials, right here.
Old-time Dancing every Saturday night, Sunday afternoon, at LITTLE SWITZERLAND, El Verano. Good music, good time.

TEEN-AGE COMMANDMENTS!

(From United Business Service, courtesy George, at Food Center)

Our Boston school committee hasn't exactly taken over the job of revising the Ten Commandments, but they have recently prepared a teen-age version of the famous Decalogue which may prove more effective in present-day high school surroundings. It has been posted in all classrooms in grades 7-12 and will be read aloud bi-weekly for the next two months. It reads:

1. Don't let your PARENTS down—they brought you up.
2. STOP and THINK before you DRINK.
3. BE SMART—OBEY. You'll GIVE orders yourself some day.
4. Ditch DIRTY THOUGHTS fast — or they'll ditch you.
5. SHOW-OFF driving is juvenile—don't act your age.
6. Pick the right FRIENDS to be picked for a friend.
7. Choose a DATE who is fit for a MATE.
8. Don't go steady unless you're ready.
9. Love GOD and your neighbors.
10. LIVE CAREFULLY—The Soul You Save May Be Your Own.

While this isn't exactly recommended as a replacement for the original version, this modernized draft certainly does strike directly at some of the important hazards of present-day youth.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma
MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone WE8-2467.
Melina and Harvey will be glad to see you at OUR RESORT, El Verano. It's a friendly place, excellent beverages. Draft beer, too

DO YOU BELIEVE IN HOROSCOPES?

Many people do. One young secretary, who followed the astrology readings in her morning newspaper, discovered one drab morning that the stars had picked that day for her. All kinds of success and good fortune loomed ahead. Though she felt tired when she awakened, she left the house with a smile.

It was a grand day as it turned out. Everything went well, everything that she did succeeded, everything she said was well received. It was Her day!

But when she returned home that night, she was in for a surprise. She learned she had read a week-old newspaper.

Maybe the stars do foretell what the day has in store for us. Maybe we do have good days and bad. But maybe, too, there is a lot to a

belief in oneself—self-confidence and an optimistic attitude.

An 1-can-succeed-at-anything approach to a day may even make more sense than astrology.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

BROADWAY BAR, Sonoma. Dance every Saturday night, hillbilly music. Good time guaranteed. Pop and Mom Medros.

LEE STARRETT, BETTY CONEY. Teamed up in slenderizing, masseur service at Bathhouse. Look Better—Feel Better.

AND HERE'S SOMETHING ABOUT STEPHEN FOSTER

Stephen Collins Foster was America's troubadour—an individual who wrote songs for a whole people, who created music expressing the soul of a folk he did not know.

Scion of a family of ardent anti-abolitionists, he became the spokesman for the misunderstood negro—a musical best-seller whose compositions, translated an dsung in many languages, brought him no affluence—this contradiction in terms was Stephen Foster. So says an expert syndicated writer in a recent release to newspapers.

Born on the 4th of July, 1826, while the neighborhood was celebrating the 50th anniversary of the birth of our nation, on the day when Adams and Jefferson ended their long terms of public service to the country, Stephen Foster seemed destined from the start to make a definite contribution to the nation.

"There is always something perfectly original about Stephen," wrote his mother to one of her eight children, but she was puzzled to know where it might best find expression.

When, at the age of 13, he composed a waltz for a quartet of flutes, it was fairly obvious that music was his forte. But in those days when practically the only music known to folk west of the Alleghenies was that of the minstrels and music halls, music was not considered among the manly professions, but was regarded as a pastime only, for those who had nothing better to do.

Selecting the Suannee river from the Atlas because it fitted his rhythm, Stephen Foster put it in a class with the Rhine and the Danube as rivers celebrated in song, with his lilting melodic setting of the words—" 'Way down upon the Swannee River . . . "

It was not until he had composed "Old Kentucky Home," "Oh, Su-

MENDEL'S CAFE, on the Plaza, Boyes. It's quietly luxurious, the food is superb, the drinkables enervating. Drop in.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

BUD DELANEY is the prop. at RICHFIELD STATION, at the Plaza on Hiway 12. Highest quality gas and oil. Batteries. Tires.

sanna," "Old Black Joe," "Uncle Ned," "Massah's in de Cold, Cold Ground," "Oh, Boys, Carry Me 'Long" and more than 100 others that he first saw the plantation life of which he had sung.

A few years later he went to New York, where in poverty and obscurity he died at the age of 38.

His was an unhappy and, some say, dissolute life, and yet he remains, because of a handful of songs expressing universal longing and loneliness, far more famous than his father who was twice mayor of Allegheny City, and his brother who built up the Pennsylvania railroad.

"The Little White Cottage" in Pittsburgh where he spent his childhood has been preserved as a memorial, and three of the pianos which aided him in his composing are enshrined in as many museums to testify that America is grateful Stephen Foster lived to write his songs.

RUSTIC INN, Glen Ellen, should be on your "must" list when friends drop in. Jack London liked us. GUNNER and RUTH.

LARSON'S LIQUOR & SPORTING GOODS
Holiday Time Finds Us Ready for You!

FIELDS UNION SERVICE, Main Corner, Boyes
Not only the best in gas and oil, but mighty good repair facilities.

MY PRAYER

Grant me, O Lord, this day to see
The need this world may have for me;
To play the friend unto the end,
To bear my burden and to keep
My courage, tho the way be steep.

Grant me, O Lord, to set aside
The petty things of selfish pride,
To toil without too much of doubt,
To meet what comes of good or ill
And be a gracious neighbor still.

Grant me, O Lord, to face the rain
And not too bitterly complain;
Nor let a joy my calm destroy,
But teach me so to live that I
Can brother with each passer-by.

—Edgar Guest

LIST your Rentals with us—furnished or unfurnished. And of course you'll get fast service on sales. WOODS-FRANQUELIN.

JUNIOR'S BOYES SPRINGS RESORT. Pleasant always, with good drinkables. Eatables too. JOHNNY on duty much of the time.